



**The Secrets of Marketing & Sales Success**  
**A Training and Networking Opportunity for Food Entrepreneurs**  
**Sponsored by the Division of Marketing North Carolina Department of Agriculture & Consumer Services**

**Date: Tuesday, November 17, 2009**

**Time: 8:30 a.m. – 4:15 p.m.**

**Location: Governor James G. Martin Building, NC State Fairgrounds, Raleigh, NC**

**Cost: \$30, includes lunch, snacks and materials**

**Registration Deadline: November 10, 2009**

**Space is limited to 40 attendees.**

**If you are already a small food producer, here's why you should attend:**

- ☐ To learn key selling skills that will help you build customers
- ☐ To learn how to develop a marketing research plan that gives you useful information
- ☐ To learn what buyers in supermarkets, restaurants and food service are really looking for
- ☐ To network with other food entrepreneurs
- ☐ To receive helpful resource material

**A G E N D A**

8:30 – 9:00 Registration & Networking

9:00 – 9:45 Getting inside the heads of competitors and customers: how to conduct low-cost, effective market research  
Learn low-cost ways to find out about customer demographics, trends and competitors

9:45 – 10:00 Networking: We're going to help you do some speed networking, so bring plenty of business cards to take advantage of this opportunity to meet other entrepreneurs like you.

10:00 – 10:45 Getting in the door: what restaurants, supermarkets and institutional buyers look for from suppliers  
A panel of buyers from the food industry will tell you what you need to know to get an appointment and get in the door.

10:45 – 11:00 Round Robin Networking Opportunity

11:00 – 11:45 Entrepreneurial Panel: Stories from the "Small Business Front"  
Local food entrepreneurs share their success stories

11:45 – 12:00 Morning Feedback Session

12:00 – 1:00 Lunch

1:00 – 1:45 Marketing to food service & retail: Tips on preparing your sales presentation

1:45 – 2:00 Break

2:00 – 2:45 Targeting & Branding – How to maximize your marketing and selling dollars

2:45 – 3:00 Speed Networking

3:00 – 3:45 Getting the 'no's' out of the way: sales strategies for success  
Find out how to build a successful sales strategy.

3:45 – 4:15 Afternoon Feedback and Wrap-Up



## Registration Form

### The Secrets of Marketing & Sales Success

**Cost: \$30**

**Registration Deadline: November 10, 2009**

**Make check payable to: NC Ag Promotions, Inc.**

**Send this registration form and payment to:**

**Annette Dunlap, Agribusiness Developer  
Division of Marketing  
North Carolina Department of Agriculture & Consumer Services  
1020 Mail Service Center  
Raleigh, NC 27699-1020**

**Name:** \_\_\_\_\_

**Preferred name on nametag:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Street/P.O. Box:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Alternate phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Type of food product(s) you make:**

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